

Message Text

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ORIGIN H-02

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EB/CBA/OCA - MR. LAKAS(PHONE)

EUR - MR. ROUSE PHONE)

EB/TT - MR. GALLAGHER(PHONE)

COMMERCE DEPT./USTS - MR. WASHBURN

INFO)

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P 182307Z NOV 74

FM SECSTATE WASHDC

TO AMEMBASSY MADRID PRIORITY

AMCONSUL ZURICH PRIORITY

AMEMBASSY PARIS PRIORITY

AMEMBASSY DUBLIN

AMEMBASSY LONDON

UNCLAS STATE 254159

E.O. 11652: N/A

TAGS:BTRA, OREP(CASS, MR. PETER)

SUBJECT: TRAVEL: DISCOVER AMERICA TRAVEL ORGANIZATIONS

FOR DCM, PRINCIPAL OFFICER AND COMMERCIAL ATTACHES

1. THE DEPT. HAS BEEN ADVISED OF THE TRAVEL OF MR. PETER CASS, SENIOR VICE PRESIDENT OF DISCOVER AMERICA TRAVEL ORGANIZATIONS TO ADDRESSEE POSTS. MR. CASS D SIRES MEET WITH DCM OR PRINCIPAL OFFICER) AND COMMERCIAL ATTACHE TO DISCUSS QUOTE DISCOVER AMERICA TOURISM TASK FORCE/U.S. SENATORIAL MISSION END QUOTE TRAVEL IN JANUARY 1975.

2. MR. CASS' ITINERARY IS AS FOLLOWS:

NOVEMBER 20 - ARRIVE MADRID 0755 - RITZ HOTEL- REQUESTS LUNCHEON MEETING;

NOVEMBER 21 - ARRIVE ZURICH 1105 - DOLDER GRAND HOTEL - UNCLASSIFIED

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REQUESTS LUNCHEON MEETING OR EARLY AFTERNOON MEETING;

NOVEMBER 22 - ARRIVE PARIS 1040 - HOTEL INTERCONTINENTAL -
REQUESTS LUNCHEON OR EARLY AFTERNOON MEETING;
NOVEMBER 23 - ARRIVE DUBLIN 1410 - JURY HOTEL - REQUESTS
LUNCHEON OR EARLY AFTERNOON MEETING;
NOVEMBER 25 - ARRIVE LONDON LATE P.M. - PORTMAN HOTEL -
REQUESTS MEETING LATE AFTERNOON NOVEMBER 26.

PLEASE CONTACT MR. CASS AT HOTEL TO CONFIRM APPOINTMENTS

AND ADVISE DEPT. THROUGH CONGRESSIONAL RELATIONS.

3. TENTATIVE ITINERARY FOR TASK FORCE AS FOLLOWS:

JANUARY 4 - LONDON
JANUARY 7 - ZURICH
JANUARY 9 - PARIS
JANUARY 13 - MADRID
JANUARY 15 - DUBLIN

TASK FORCE WILL CONSIST OF REPRESENTATIVES OF U.S. TOURISM
INDUSTRY, TECHNICAL ADVISORS, U.S. SENATORS AND STAFF
MEMBERS FROM THE SENATE COMMERCE COMMITTEE. GROUP WILL
SURVEY AND EVALUATE OFFICIAL TOURISM ORGANIZATIONS IN
ABOVE COUNTRIES AND, THROUGH MEETINGS WITH GOVERNMENT
OFFICIALS AND LEGISLATORS, HOPE TO GAIN VALUABLE INSIGHTS
ON FORMULATION OF EFFECTIVE AND PRACTICAL NATIONAL
TOURISM POLICY FOR THE U.S. INGERSOLL

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TAGS: BTRA, OREP, (CASS, MR PETER)
To: MADRID MULTIPLE
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